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DRUG STORE NEWS

INSIDE PHARMACY®

1989 Pharmacist's Reference to Patient Counseling

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1989 Pharmacist's Reference to Patient Counseling

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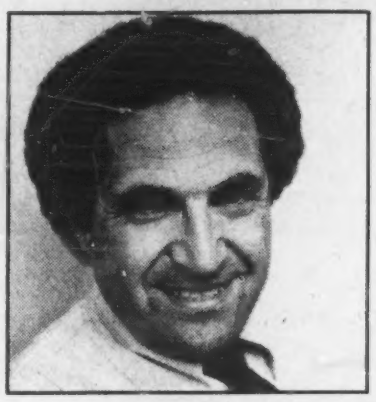
Editor's Welcome



By Harold Cohen, R.Ph.

It's hard to believe that a year has gone by since we last published the *Drug Store News/Inside Pharmacy Annual Reference for Pharmacy Practice.*

The fact that it was so well received in the marketplace naturally pleases us greatly. Not only does the staff of *Drug Store News/Inside Pharmacy* feel good about putting out such an excellent product, but the overwhelming positive responses from our readership tell us that the publication was well read and used extensively. . . and that is personally gratifying.

The heavy usage that the reference receives proves that pharmacists are doing more than the traditional "pouring, licking and sticking," a definition of the profession pharmacists have been sadly saddled with for the past several years. Our research shows that pharmacists are getting out from behind the prescription counter to consul patients on their prescription and over-the-counter medications, and the heavy usage the reference receives confirms that research.

As good as the reference was last year, we believe it is even better this year. We listened to you, our readers. We've added new clinical sections to better prepare phamacists to answer consumers' questions on their prescriptions, and updated our business sections to help store owners run their prescription departments more efficiently. Under the able direction of John Aforismo of R.J. Health Systems and Pharmex, the Connecticut company known to thousands of pharmacists for their reference labels and materials, our prescription drug reference section is one of the most complete in the industry.

And we've made the publication easier to use as well. Four-color throughout, pharmacists can easily find the material for which they are looking without eye strain.

We feel so strong that this publication is the pharmacists' best reference to patient counseling that we even renamed it. There is no doubt about it, the *1989 Pharmacist's Reference for Rx Patient Counseling* is our best reference product ever. But like any reference book, it is only value lies in its usage. I encourage pharmacists to keep the reference on the pharmacy workbench, within handy reach, because their is no substitute for good professional practice in today's prescription department.

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Top 100 Prescription Drugs

Rank	Prescriptions Dispensed	Dollar Volume	Units Dispensed
1	Dyazide caps	Zantac tabs 150 mg	Dyazide caps
2	Zantac tabs 150 mg	Dyazide caps	Amoxil susp 250 mg/5 ml
3	Tylenol w/ cod #3 tabs	Tagamet tabs 300 mg	Dilantin kaps 100 mg
4	Lanoxin tabs 0.125 mg	Procardia caps 10 mg	Procardia caps 10 mg
5	Tenormin tabs 50 mg	Feldene caps 20 mg	Tagamet tabs 300 mg
6	Lanoxin tabs 0.25 mg	Tenormin tabs 50 mg	Lanoxin tabs 0.25 mg
7	Darvocet-N 100 mg	Questran powder packets	Slow-K tabs 600 mg
8	Tagamet tabs 300 mg	Cardizem tabs 60 mg	Lanoxin tabs 0.125 mg
9	Seldane tab 60 mg	Amoxil susp 250 mg/5 ml	Amoxil susp 125 mg/5 ml
10	Dilantin kaps 100 mg	Capoten tab 25 mg	Zantac tabs 150 mg
11	Procardia caps 10 mg	Xanax tabs 0.5 mg	Tenormin tabs 50 mg
12	Xanax tabs 0.5 mg	Clinoril tabs 200 mg	Cardizem tabs 60 mg
13	Lasix tabs 40 mg	Seldane tab 60 mg	Capoten tabs 25 mg
14	Slow-K tabs 600 mg	Ceclor pul 250 mg	Cardizem tabs 30 mg
15	Amoxil susp 250 mg/5 m	Naprosyn tabs 500 mg	Xanax tabs 0.5 mg
16	Feldene caps 20 mg	Darvocet-N 100 mg	Darvocet-N 100 mg
17	Maxzide tab	Tagamet tabs 400 mg	Lasix tabs 40 mg
18	Xanax tabs 0.25 mg	Vasotec tabs 5 mg	Peridex oral rinse
19	Valium tabs 5 mg	Lopressor tabs 50 mg	Lopressor tabs 50 mg
20	Capoten tab 25 mg	Cardizem tabs 30 mg	Premarin tabs 0.625 mg
21	Lopressor tabs 50 mg	Carafate tabs 1 gm	Theo-dur SA tabs 00 mg
22	Premarin tabs 0.625 mg	Naprosyn tabs 375 mg	Pediazole susp
23	Amoxil caps 250 mg	Amoxil susp 125 mg/5 ml	Questran powder pks
24	Ortho-Novum 7/7/7 28	Maxzide tab	Tylenol w/ cod #3 tabs
25	Naprosyn tabs 375 mg	Flexeril tabs 10 mg	Valium tabs 5 mg
26	Halcion tabs 0.25 mg	Valium tabs 5 mg	Nitrostat tabs 0.4 mg
27	Proventil inhaler	Dilantin kaps 100 mg	Xanax tabs 0.25 mg
28	Cardizem tabs 60 mg	Keflex pul 500 mg	Seldane tab 60 mg
29	Ceclor pul 250 mg	Premarin tabs 0.625 mg	Ceclor susp 250 mg/5 ml
30	Ventolin inhaler	Xanax tabs 0.25 mg	Aldomet tabs 250 mg
31	Theo-dur SA tabs 300 mg	Micronase tabs 5 mg	Alupent syrup
32	Cardizem tabs 30 mg	Lopressor tabs 100 mg	Micronase tabs 5 mg
33	Flexeril tabs 10 mg	Capoten tabs 50 mg	K-Tabs 10 mEq
34	Eryc caps 250 mg	Timoptic 0.5% ophth	Inderal tabs 20 mg
35	Monistat-7 crm w/ app	Zantac tabs 300 mg	Tussi-organidin liquid
36	Amoxil susp 125 mg/5 ml	Keflex pul 250 mg	Micro-K caps 8 mEq
37	Vasotec tabs 5 mg	Ortho-Novum 7/7/7 28	Theo-dur SA tabs 200 mg
38	Ortho-Novum 1/35 28	Transderm-nitro 5 mg/24 hr	Micro-K caps 10 mEq
39	Keflex pul 250 mg	Vasotec tabs 10 mg	Carafate tabs 1 gm
40	Micronase tabs 5 mg	Aldomet tabs 250 mg	Synthroid tabs 0.1 mg
41	Motrin tab 800 mg	Lanoxin tabs 0.125 mg	Tussi-Organidin-dm d
42	Naprosyn tabs 500 mg	Ativan tabs 1 mg	Inderal tabs 10 mg
43	Vicodin tabs	Proventil inh	Ceclor susp 125 mg/5 ml
44	Synthroid tabs 0.1 mg	Xanax tabs 1 mg	Tegretol tabs 200 mg
45	Moduretic 5/50 tabs	Trental tabs 400 mg	Maxzide tabs
46	Timoptic 0.5% ophth	Nolvadex tabs 10 mg	Nicorette gum 2 mg
47	Clinoril tabs 200 mg	Ventolin inhaler	Phenergan w/ cod syrup
48	E.E.S. tabs 400 mg	Theo-dur SA tabs 300 mg	Naprosyn tabs 375 mg
49	Motrin tabs 600 mg	Tegretol tabs 200 mg	Inderal tabs 40 mg
50	Aldomet tabs 250 mg	Premarin tabs 1.25 mg	Trental tab 400 mg

Top 100 Prescription Drugs

Rank	Prescriptions Dispensed	Dollar Volume	Units Dispensed
51	Nitrostat tabs 0.4 mg	Dolobid tabs 500 mg	Minipress caps 1 mg
52	Amoxil caps 500 mg	Transderm-Nitro 10 mg/24 hr	Premarin tabs 1.25 mg
53	Theo-Dur SA 200 mg	Lopid caps 300 mg	Septra susp
54	Micro-K caps 10 mEq	Tolectin-DS tabs 400 mg	Motrin tabs 600 mg
55	Carafate tabs 1 gm	Moduretic 5/50 tabs	Monistat-7 crm w/ app
56	K-Tabs 10 mEq	Slow-K tabs 600 mg	Lopressor tabs 100 mg
57	Premarin tabs 1.25 mg	Nalfon tabs 600 mg	Feldene caps 20 mg
58	Tagamet tabs 400 mg	Inderal tabs 40 mg	Dilantin-125 susp
59	Ativan tabs 1 mg	Ceclor susp 250 mg/5 ml	Lopid caps 300 mg
60	Micro-K caps 8 mEq	Tranxene T-tabs 7.5 mg	Motrin tabs 800 mg
61	Provera tabs 10 mg	Duricef caps 500 mg	Clinoril tabs 200 mg
62	Entex-LA tabs	Halcion tabs 0.25 mg	Vasotec tabs 5 mg
63	Triphasil-28	Ortho-Novum 1/35 28	Moduretic 5/50 tabs
64	Halcion tabs 0.5 mg	Calan-SR tabs 240 mg	Klotrix tabs 10 mEq
65	E-mycin tabs 333 mg	Nicorette gum 2 mg	Ativan tabs 1 mg
66	Lo/Ovral-21	Minipress caps 2 mg	Halcion tabs 0.25 mg
67	Lopressor tabs 100 mg	Motrin tab 800 mg	Diabeta tabs 5 mg
68	Lasix tabs 20 mg	Minipress caps 1 mg	Ortho-Novum 7/7/7 28
69	Lo/Ovral-28	Inderal tabs 20 mg	Motrin tabs 400 mg
70	Corgard tabs 40 mg	Naprosyn tabs 250 mg	Naprosyn tabs 500 mg
71	Inderal tabs 20 mg	Lo/Ovral-21	Persantine tabs 50 mg
72	Trental tabs 400 mg	Procardia caps 20 mg	Diabinese tabs 250 mg
73	Minipress caps 1 mg	Pepcid tabs 40 mg	Minipress caps 2 mg
74	Duricef caps 500 mg	Motrin tabs 600 mg	Calan tabs 80 mg
75	Lotrisone cream	Inderal LA cap 80 mg	Tagamet tabs 400 mg
76	Motrin tabs 400 mg	Clinoril tabs 150 mg	Amoxil caps 250 mg
77	Anaprox tabs 275 mg	Lasix tabs 40 mg	E.E.S.200 mg/5 ml
78	Tavist-d tabs	Tenormin tabs 100 mg	Phenergan vc w/ cod
79	Percocet tabs	Indocin SR 75 mg tabs	Corgard tabs 40 mg
80	Keflex pul 500 mg	Diabinese tabs 250 mg	Thyroid tabs 60 mg
81	Inderal tabs 40 mg	Corgard tabs 40 mg	Synthroid tabs 0.15 mg
82	Inderal tabs 10 mg	Triphasil-28	Flexeril tabs 10 mg
83	Vasotec tabs 10 mg	Valium tabs 10 mg	Reglan tabs 10 mg
84	Ortho-Novum 1/35 21	Tylenol w/ cod #3 tabs	Lasix tabs 20 mg
85	Diabinese tabs 250 mg	Lotrisone cream	Coumadin tabs 5 mg
86	Coumadin tabs 5 mg	Diabeta tabs 5 mg	Xanax tabs 1 mg
87	Transderm-nitro 5 mg/24 hr	Zovirax caps 200 mg	Glucotrol tabs 5 mg
88	Tranxene T-tabs 7.5 mg	Tagamet tabs 800 mg	Naldecon ped syrup
89	Fiorinal w/ cod #3 caps	Sinemet 25/100 tabs	Bactrim ped susp
90	Nicorette gum 2 mg	Anaprox tabs 275 mg	Capoten tabs 50 mg
91	PCE tabs 333 mg	Capoten tabs 12.5 mg	Ortho-Novum 1/35 28
92	Diabeta tabs 5 mg	Minipress caps 5 mg	Eryc caps 250 mg
93	Inderal LA caps 80 mg	Tenoretic tabs 50 mg	Tranxene T-tabs 7.5 mg
94	Calan-SR tabs 240 mg	Theo-dur SA tabs 200 mg	Nalfon tabs 600 mg
95	Nalfon tabs 600 mg	Calan tabs 80 mg	Capoten tabs 12.5 mg
96	Ceclor susp 250 mg/ml	Augmentin tabs 250 mg	Augmentin susp 5 mg/5 ml
97	Tegretol tabs 200 mg	Aldoril-25 tabs	Vasotec tabs 10 mg
98	Pediazole susp	Accutane caps 40 mg	Rynatan ped susp
99	Erythrocin tabs 250 mg	K-tabs 10 mEq	Ceclor pul 250 mg
100	Bactrim-DS tab	Lo/Ovral-28	Vicodin tabs

Generic Substitution Guide

Brand Name (s)	Generic Name
NORPRAMINE	desipramine
NUPRIN	ibuprofen
OMNIPEN	ampicillin
ORINASE	tolbutamide
ORNADE	chlorpheniramine and phenylpropanolamine
ORTHO-NOVUM	norethindrone and ethinyl estradiol
OVRAL	norgestrel and ethinyl estradiol
PEDIAMYCIN	erythromycin ethylsuccinate
PEDIAZOLE	erythromycin ethylsuccinate and sulfisoxazole
PEN-VEE K	penicillin
PEPCID	famotidine
PERCOCET	oxycodone and acetaminophen
PERCODAN	oxycodone and aspirin
PERSANTINE	dipyridamole
PHENAPHEN w/CODEINE	acetaminophen w/ codeine
PHENERGAN	promethazine
POLYCILLIN	ampicillin
PREMARIN	estrogens, conjugated
PRINCIPEN	ampicillin
PROCAN	procainamide
PROCARDIA	nifedipine
PRONESTYL	procainamide
PROVENTYL	albuterol
PROVERA	medroxyprogesterone
QUINAGLUTE DURATABS	quinidine gluconate
REGLAN	metoclopramide
RESTORIL	temazepam
RETIN-A	tretinoin
ROBICILLIN-VK	penicillin
RUFEN	ibuprofen
SELDANE	terfenadine
SEPTRA	sulfamethoxazole and trimethoprim
SER-AP-ES	reserpine, hydralazine, hydroclorothiazide
SERAX	oxazepam
SINEQUAN	doxepin
SLO-BID	theophylline
SLO-PHYLLIN	theophylline
SLOW K	potassium chloride
SUMYCIN	tetracycline
SYNALGOS (DC)	aspirin and caffeine, (dihyrocodeine)
SYNTHROID	levothyroxine
TAGAMET	cimetidine
TALWIN NX	pentazoxine and naloxone
TEGRETOL	carbamazepine
TENORMIN	atenolol
THEO-24	theophylline
THEO-DUR	theophylline
THEOLAIR	theophylline
TIMOPTIC	timolol
TOLECTIN DS	tolmetin
TOLINASE	tolazamide
TRANDATE	labetalol
TRANSDERM NITRO	nitroglycerin
TRANXENE	clorazepate
TRENTAL	pentoxifylline
TRIAVIL	perphenazine and amitriptyline
TRIMOX	amoxicillin
TRINALIN	azatadine and pseudoephedrine
TYLENOL w/CODEINE	acetaminophen w/codeine
TYLOX	oxycodone and acetaminophen
V-CILLIN K	penicillin
VALISONE	bethamethasone
VALIUM	diazepam
VASOTEC	enalapril
VENTOLIN	albuterol
VIBRA-TABS	doxycycline
VIBRAMYCIN	doxycycline
VICODIN	hydrocodone bitartrate and acetaminophen
VISTARIL	hydroxyzine pamoate
VISKEN	pindolol
WYMOX	amoxicillin
XANAX	alprazolam
ZANTAC	ranitidine
ZYLOPRIM	allopurinol

Brand Products with Highest Rates of Substitution

Product	Rate of Substitution
Flagyl	70%
Vibramycin	67
Librium	62
Elavil	61
Bactrim DS	65
Hydrodiuril	61
Kwell	60
V Cillin K	59
Atarax	57
Septra DS	56

Source: Market Measures Inc.
Data compiled January—June 1987 National Substitution Audit.

Therapeutic Categories with Highest Rates of Substitution

Brand Name Prescription-Category	Rate of Substitution
Penicillins	55%
Trimethoprim	55
Tetracyclines	39
Analgesics, Narcotic	37
Antidiarrheals	36
Vasodilators	34
Antinauseants	32
Psychostimulants	32
Corticoids in Combination	29
Analgesics, Nonnarcotic	27

Source: Market Measures Inc.
Compiled January—June 1987 National Substitution Audit.